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01:06PM FROM-MERCHANT & GOULD P.C.

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T-492 P.005/014 F-289

App. No. 09/905,738
Amendment Dated: December 22, 2004
Reply to Office Action of September 29, 2004

Amendments to the Specification:

Please amend the title as follows:

"METHOD AND SYSTEM FOR DELIVERING AND MONITORING AN ON-DEMAND PLAYLIST OVER A NETWORK USING A TEMPLATE".

Please amend the paragraph on Page 16, Lines 20-28 as follows:

FIGURE 8A illustrates an adlet playlist request format, according to one embodiment of the invention. As shown in the figure, adlet playlist request format 800 includes a Pseudo URL, a bandwidth field, a language field, a format field, a frame size field and an optional codec field. The pseudo URL field contains information requesting a certain adlet playlist. The pseudo URL does not contain the link to the content directly. Instead, the Pseudo URL directs the requesting device to a CDN or server that generates the appropriate URL's to direct the requesting device to the content. An exemplary Pseudo URL has the following format:

<http://CDN/psuedourl?AdletPlaylistRequestFormat>.

<http://CDN/psuedourl?AdletPlaylistRequestFormat>

Please amend the paragraph on Page 23, Lines 1-6 as follows:

```
<ASX VERSION="3">
  <ENTRY>
    <REF HREF="mediaplayer://location to access file" / XXXX1.asf"/>
    <REF HREF="mediaplayer:// "location to access file" /XXXX2.asf"/>
  </ENTRY>
</ASX>
```